

IN THE CLAIMS

1. (currently amended) A content providing system, comprising:

a receiver;

a program content providing unit that provides ~~the receiver with~~ a plurality of program content for transmission to the receiver over a first broadcast channel;

a transaction content providing unit that provides ~~the receiver with~~ transaction content for transmission to the receiver over a second broadcast channel, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content;

a trigger content providing unit that provides trigger content that serves as a trigger for reproducing a portion of the transaction content in the receiver, the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

and

a combining unit that combines the program content and the trigger content and transmits the combined content over the first broadcast channel so that

(a) the receiver receives the combined content transmitted over the first broadcast channel, ~~and~~

(b) when the trigger content is triggered by a user while the receiver is receiving the program content on

the first broadcast channel, the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and (ii) receives the transaction content provided by the transaction content providing apparatus over the second broadcast channel, (iii) extracts from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and (iv) causes reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information, and

(c) when end of viewing of the transaction content is inputted, the receiver switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program contents.

2. (currently amended) A content providing system according to claim 1, wherein the receiver transmits, over a network, information inputted by the user based on the displayed transaction content and provided to an information processing apparatus that performs processing ~~corresponding to~~ based on the trigger content triggered by the user.

3. (currently amended) A content providing system according to claim 1, wherein the transaction content providing apparatus provides, as the portion of the transaction content, content for causing a the user who is while viewing the displayed program content to input a response to a questionnaire.

4. (currently amended) A content providing system according to claim 1, wherein the transaction content providing apparatus provides, over the second broadcast channel, common content within the transaction content that corresponds is common to respective program content of each one of a plurality of first broadcast channels which are generated based on an identical two or more of the plurality of templates.

5. (currently amended) A content providing method, comprising:

providing a receiver with a plurality of program content over a first broadcast channel;

providing the receiver with transaction content over a second broadcast channel, the transaction content including information incidental to the program content, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content;

providing trigger content that serves as a trigger for reproducing a portion of the transaction content in the receiver, the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

combining the program content and the trigger content;

transmitting the combined content over the first broadcast channel so that

(a) the receiver receives the combined content transmitted over the first broadcast channel, and

(b) when the trigger content is triggered by a user while the receiver is receiving the combined content transmitted over the first broadcast channel, the receiver (i) switches from receiving over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and (ii) receives the transaction content over the second broadcast channel, (iii) extracts from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and (iv) causes reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information, and

(c) when end of viewing of the transaction content is inputted in the receiver, the receiver switches from receiving over the second broadcast channel to receiving over the first broadcast channel and again receives the program content.

6. (currently amended) A content providing method according to claim 5, wherein the receiver transmits, over a network, information inputted by the user based on the displayed transaction content and provided to an information processing apparatus that performs processing ~~corresponding to~~ based on the trigger content triggered by the user.

7. (currently amended) A content providing method according to claim 5, wherein the portion of the transaction content is

content for causing ~~a~~ the user who is while viewing the displayed program content to input a response to a questionnaire.

8. (currently amended) A content providing method according to claim 5, wherein common content within the transaction content ~~corresponding is common to respective program content of each one of a plurality of the first broadcast channels are provided over the second broadcast channel, the common content being generated based on an identical~~ two or more of the plurality of templates.

9. - 20. (cancelled)

21. (currently amended) A content receiver, comprising:

receiving means that receives a combined plurality of program content and trigger content provided by a program content providing apparatus over a first broadcast channel or that receives transaction content provided by a transaction content providing apparatus over a second broadcast channel, the trigger content serving as a trigger for reproducing the transaction content, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content, the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

judging means that judges whether the portion of transaction content is indicated based on triggering of the trigger content while the program content is received on the first broadcast channel by the receiving means; and

switching control means that, (a) when the judging means judges that the trigger content is triggered, causes the receiving means to (i) switch from receiving the combined content transmitted over the first broadcast channel to receiving over the second broadcast channel in response to the triggering of the trigger content, (ii) receive the transaction content provided by the transaction content providing apparatus over the second broadcast channel, (iii) extract from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and (iv) cause reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information, and (b) when end of viewing of the transaction content is inputted, causes the receiving means to switch from receiving over the second broadcast channel to again receiving over the first broadcast channel.

22. (currently amended) A content receiver according to claim 21, further comprising transmitting means that transmits, via a network, information inputted from ~~a viewer~~ the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on trigger content triggered by the user.

23. (currently amended) A content receiver according to claim 21, wherein the receiving means receives, as the portion of transaction content, content for causing a viewer the user while viewing the displayed program content to input a response to a questionnaire.

24. (currently amended) A content receiver according to claim 21, ~~wherein the receiving means selects and receives the~~

~~transaction content corresponding to a first broadcast channel out of a plurality of such transaction content that are common content, wherein the common content within the transaction content are generated based on an identical is common to two or more of the plurality of templates, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.~~

25. (currently amended) A content receiving method, comprising:

a first receiving step of receiving a combined plurality of program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel, the trigger content serving as a trigger for reproducing transaction content, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content, the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

a judging step of judging whether the portion of transaction content is indicated by a user based on triggering of the trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;

when it is judged during the judging step that the transaction content is indicated,

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel,

an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and

a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information,; and

when end of viewing of the transaction content is inputted,

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

26. (currently amended) A content receiving method according to claim 25, further comprising a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content and provided to an information processing apparatus that performs processing based on trigger content triggered by the user.

27. (currently amended) A content receiving method according to claim 25, wherein the portion of transaction content is content

for causing ~~a~~ the user while viewing the program content to input a response to a questionnaire.

28. (currently amended) A content receiving method according to claim 25, ~~wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction content that are common content, wherein the common content within the transaction content are generated based on an identical~~ is common to two or more of the plurality of templates, transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.

29. (currently amended) A recording medium having recorded therein a computer readable program for carrying out a content receiving method, the method comprising:

a first receiving step of receiving a combined plurality of program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel, the trigger content serving as a trigger for reproducing transaction content, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content, the trigger content including one or more identifiers respectively associated with at least one of one or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

a judging step of judging whether the portion of transaction content is indicated by a user based on triggering of the trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;

when it is judged during the judging step that the transaction content is indicated,

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel,

an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and

a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information,; and

when end of viewing of the transaction content is inputted,

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

30. (currently amended) A recording medium according to claim 29, wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content and provided to an

information processing apparatus that performs processing based on trigger content triggered by the user.

31. (currently amended) A recording medium according to claim 29, wherein the portion of transaction content is content for causing ~~a~~ the user while viewing the program content to input a response to a questionnaire.

32. (currently amended) A recording medium according to claim 29, ~~wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction content that are common content,~~ wherein the common content within the transaction content ~~are generated based on an identical~~ is common to two or more of the plurality of templates, ~~transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.~~

33. (currently amended) A processor encoded with a computer program for carrying out a content receiving method, the method comprising:

a first receiving step of receiving a combined plurality of program content and trigger content provided by a plurality of program content providing apparatuses over a first broadcast channel, the trigger content serving as a trigger for reproducing transaction content, the transaction content including a plurality of templates, at least some of the plurality of templates corresponding to various transaction types, the transaction content further including a plurality of replacement information incidental to the plurality of program content, the trigger content including one or more identifiers respectively associated with at least one of one

or more of the plurality of templates or one or more of the plurality of replacement information for insertion into the one or more of the plurality of templates;

a judging step of judging whether the portion of transaction content is indicated by a user based on triggering of the trigger content while the program content is received on the first broadcast channel, the transaction content including information incidental to the program content;

when it is judged during the judging step that the transaction content is indicated,

a first switching control step of switching from receiving the combined content transmitted over the first channel to receiving over the second broadcast channel in response to the triggering of the trigger content, and

a second receiving step of receiving the transaction content provided by a transaction content providing apparatus over a second broadcast channel,

an extracting step of extracting from the received transaction content the one or more templates and the one or more replacement information associated with the identifiers included in the trigger content, and

a causing step of causing reproduction of at least some of the transaction content based on the extracted templates and the extracted replacement information,; and

when end of viewing of the transaction content is inputted,

a second switching control step of switching from receiving over the second broadcast channel to again receiving over the first broadcast channel.

34. (currently amended) A processor encoded with a computer program for carrying out the content receiving method according to claim 33, wherein the method further comprises a transmitting step of transmitting, via a network, information inputted from the user based on the displayed transaction content provided to an information processing apparatus that performs processing based on trigger content triggered by the user.

35. (currently amended) A processor encoded with a computer program for carrying out the content receiving method according to claim 33, wherein the portion of transaction content is content for causing ~~a~~ the user while viewing the program content to input a response to a questionnaire.

36. (currently amended) A processor encoded with a computer program for carrying out a content receiving method according to claim 33, ~~wherein the second receiving step includes receiving the transaction content corresponding to a first broadcast channel and selected out of a plurality of such transaction content that are common content,~~ wherein the common content within the transaction content ~~are generated based on an identical~~ is common to two or more of the plurality of templates, ~~transmitted over the second broadcast channel, and correspond to the respective program content provided by a plurality of program content providing apparatuses over respective first broadcast channels thereof.~~

37. (currently amended) A content providing system according to claim 1, wherein the trigger content includes a switching command, and ~~a designated channel for the second broadcast channel,~~ ~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

38. (currently amended) A content providing system according to claim 1, wherein the transaction content providing apparatus

provides, as the portion of transaction content, content for causing the viewer to input information necessary for purchasing a commodity.

39. (currently amended) A content providing method according to claim 5, wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel, ~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

40. (currently amended) A content providing method according to claim 5, wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

41. (currently amended) A content receiver according to claim 21, wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel, ~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

42. (currently amended) A content receiver according to claim 21, wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

43. (currently amended) A content receiving method according to claim 25, wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel, ~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

44. (currently amended) A content receiving method according to claim 25, wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

45. (currently amended) A recording medium according to claim 29, wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel,~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

46. (currently amended) A recording medium according to claim 29, wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity.

47. (currently amended) A processor encoded with a computer program for carrying out a content receiving method according to claim 33, wherein the trigger content includes a switching command, and a designated channel for the second broadcast channel,~~and at least one identifier for identifying the transaction content that is extracted from the designated channel.~~

48. (currently amended) A processor encoded with a computer program for carrying out a content receiving method according to claim 33, wherein the portion of transaction content is content for causing the viewer to input information necessary for purchasing a commodity.